

FIG.1

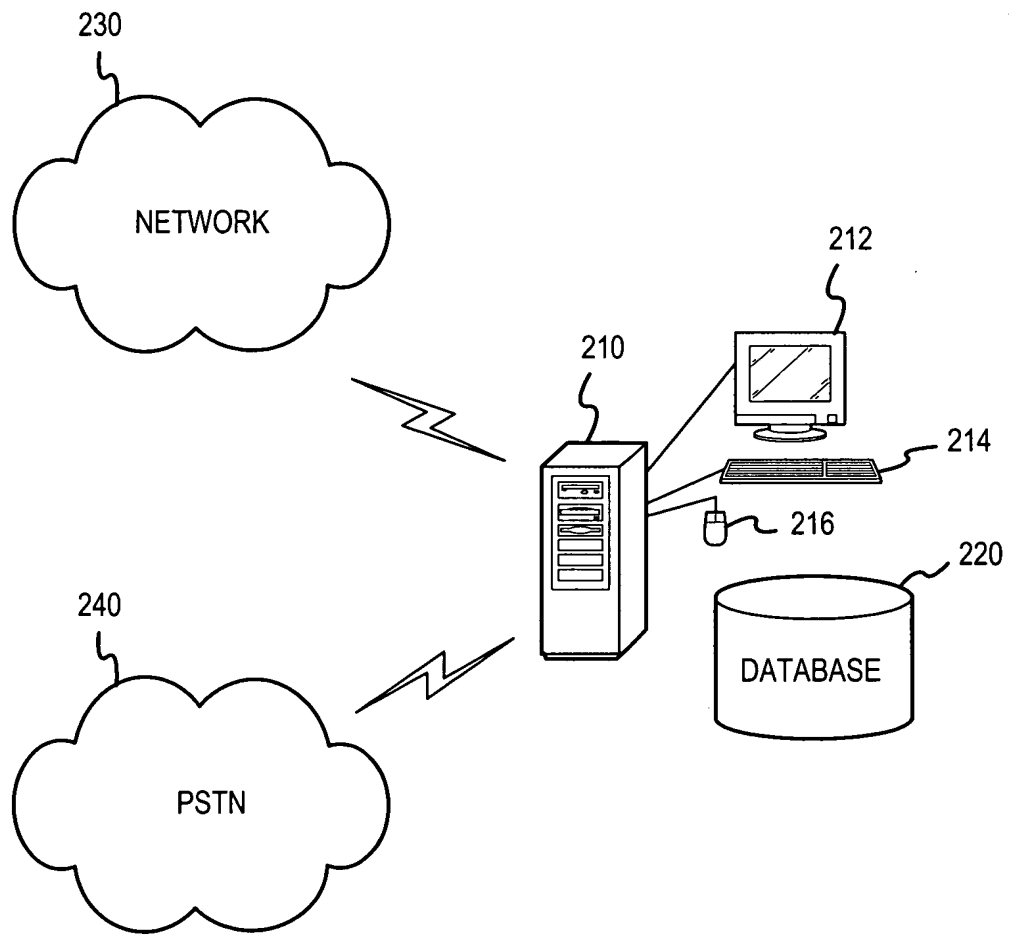


FIG.2

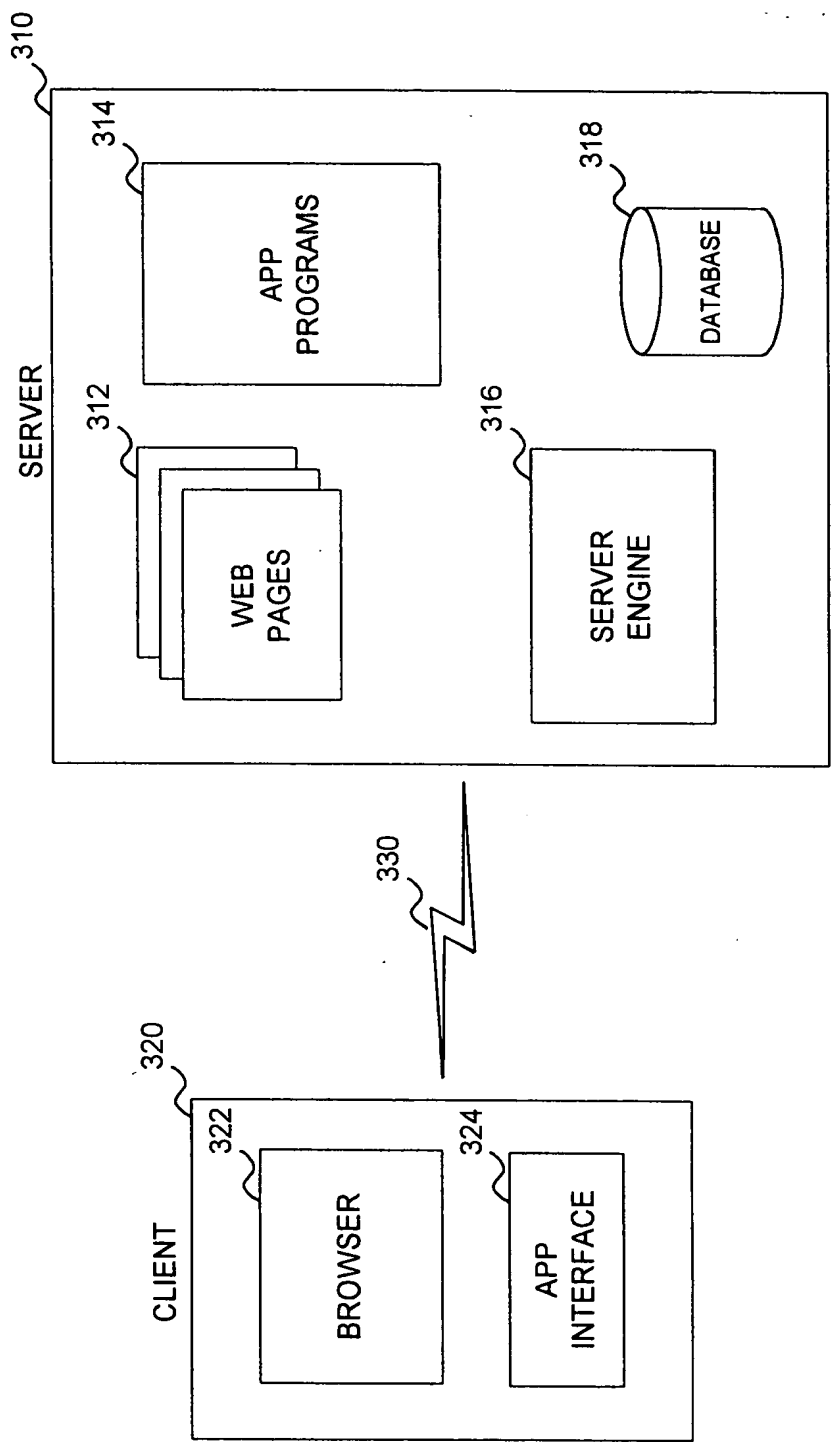


FIG.3

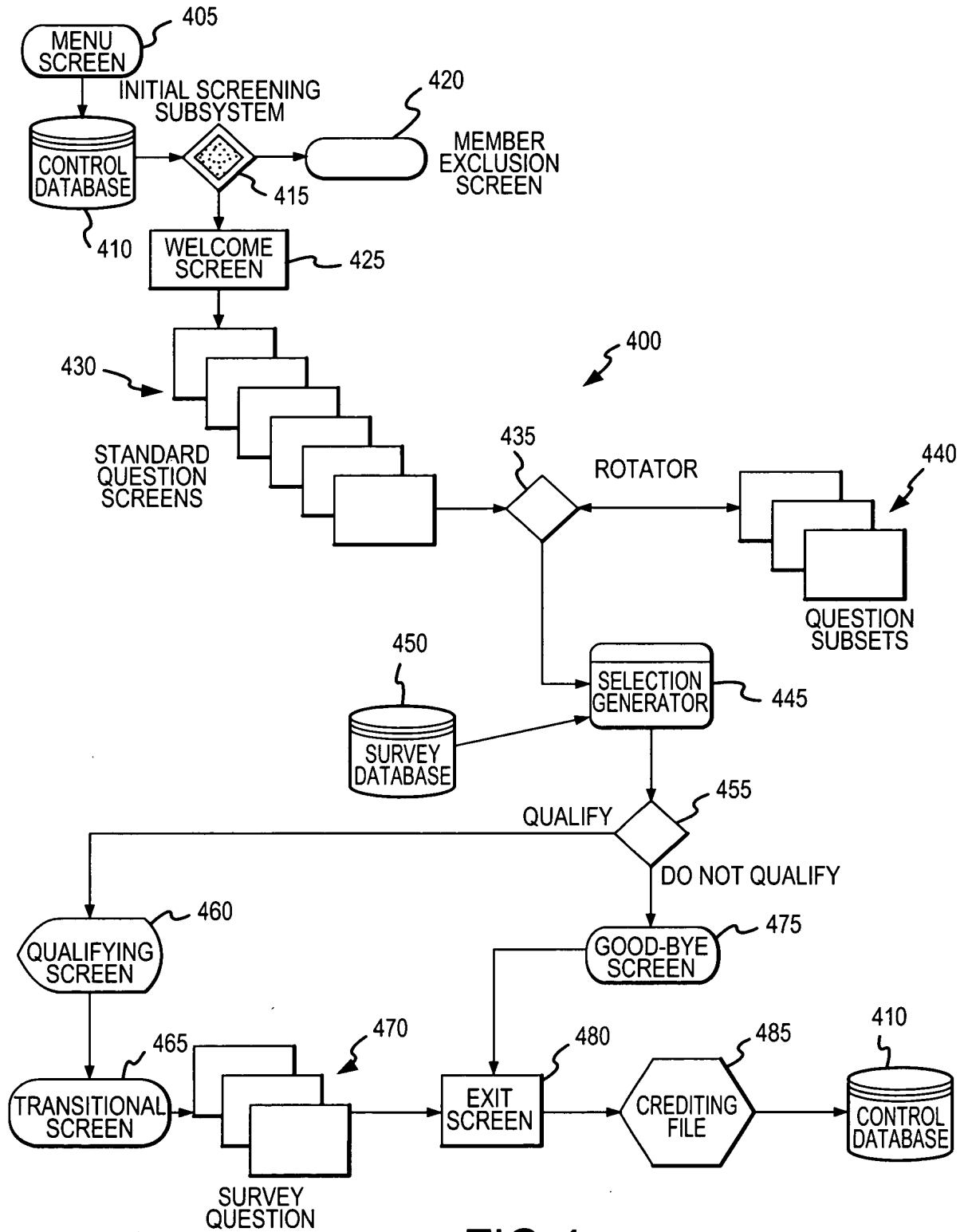


FIG.4

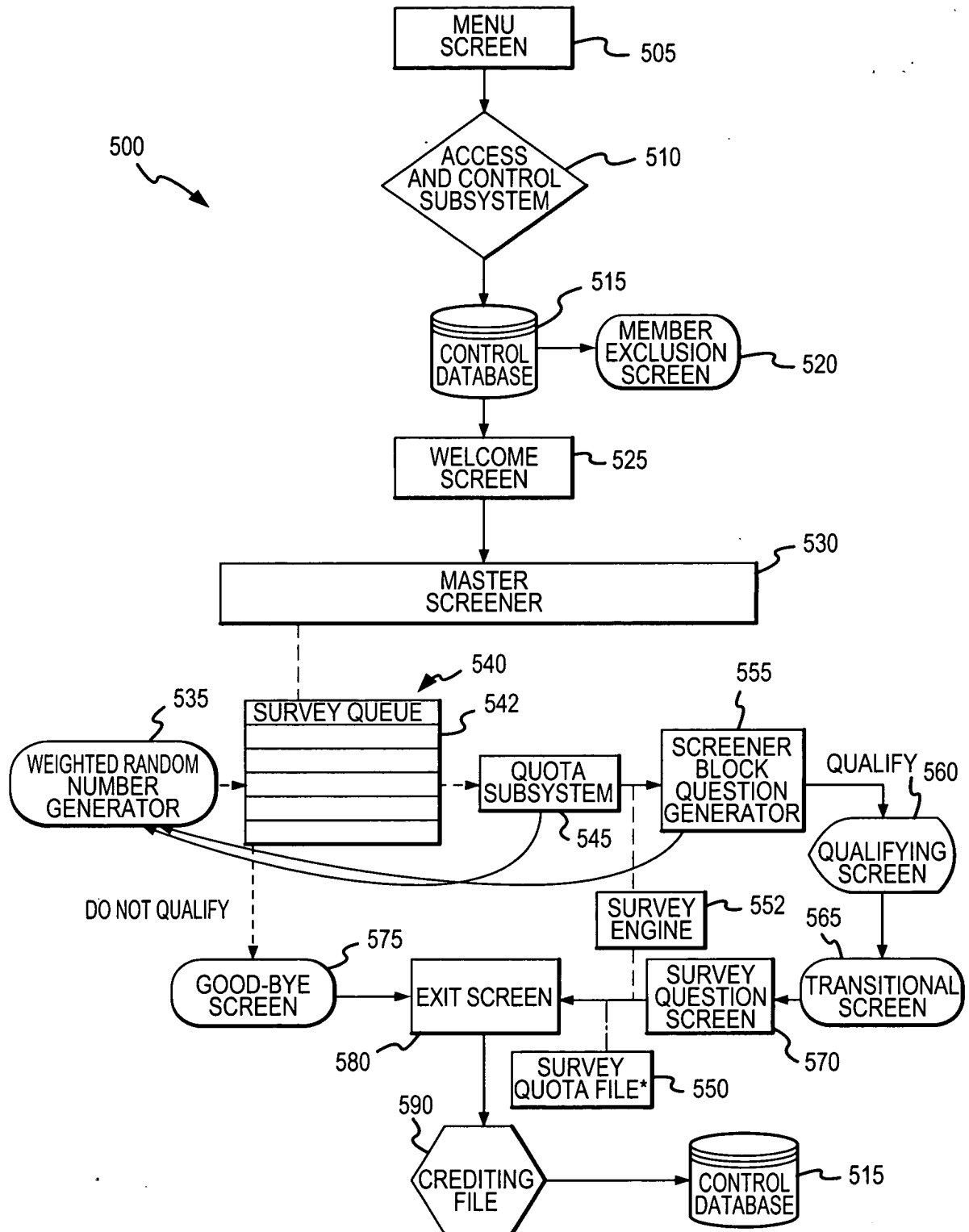


FIG.5

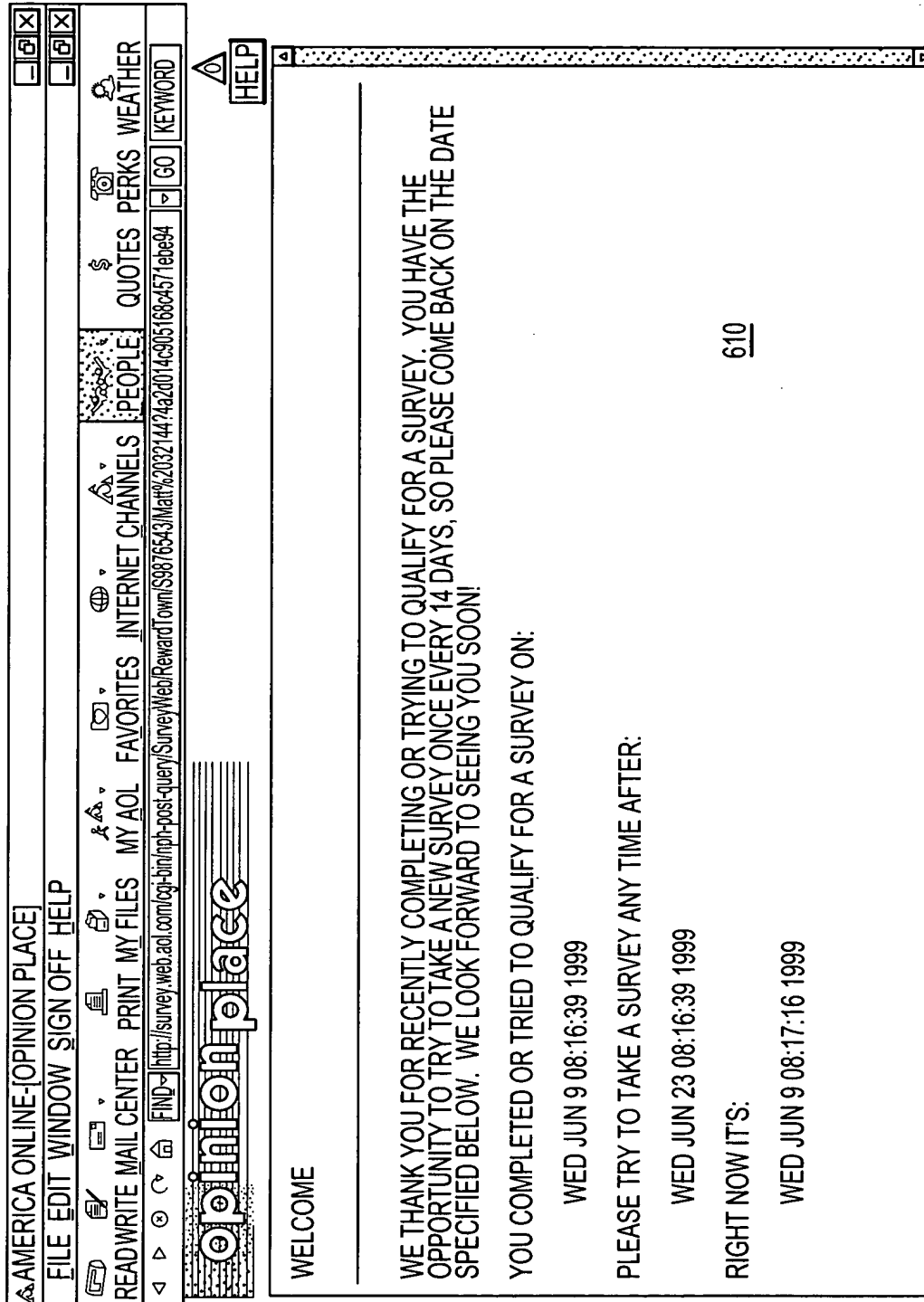


FIG.6A

| | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|-----|--|
| AMERICA ONLINE-[OPINION PLACE] | | | | | | | | | | [X] | |
| FILE EDIT WINDOW SIGN OFF HELP | | | | | | | | | | [X] | |
| | | | | | | | | | | | |
| READWRITE MAIL CENTER PRINT MY FILES MY AOL FAVORITES INTERNET CHANNELS PEOPLE QUOTES PERKS WEATHER | | | | | | | | | | | |
| < > < > FIND [http://survey.web.aol.com/cgi-bin/rph-post-query?SurveyWebRewardTown[S9876543Matt%20321442offab7517beid3c9991df] GO KEYWORD | | | | | | | | | | | |
| | | | | | | | | | | | |
| HELP | | | | | | | | | | | |
| <p>IMPORTANT THINGS TO KNOW BEFORE TAKING A SURVEY</p> <p>FIRST, WE'LL ASK YOU TO ANSWER A FEW QUICK QUESTIONS ABOUT YOU AND YOUR HOUSEHOLD. YOU MAY OR MAY NOT BE RANDOMLY SELECTED TO TAKE A SURVEY. IF SELECTED, WE'LL TELL YOU THE POINTS AWARD AND LENGTH OF THE SURVEY. MEMBERS NOT SELECTED FOR A SURVEY AT THIS TIME WILL BE ENTERED INTO A WEEKLY SWEEPSTAKES AWARDED 200 AOL MEMBERS WITH 250 AOL REWARDS POINTS APIECE.</p> <p>POINTS ARE ONLY AWARDED FOR COMPLETED SURVEYS AND SURVEYS WILL STOP IF YOU PAUSE MORE THAN 4 MINUTES BETWEEN QUESTIONS.</p> <p>OPINION PLACE IS PROFESSIONAL MARKET RESEARCH CONDUCTED FOR REPUTABLE BUSINESSES INTERESTED IN WHAT AOL MEMBERS THINK AND DO. AOL ALSO CONDUCTS SURVEYS TO BETTER UNDERSTAND YOUR PREFERENCES FOR NEW TOOLS AND SERVICES. AOL WILL NOT SHARE ANY PERSONALLY IDENTIFIABLE INFORMATION ABOUT YOUR ACCOUNT WITH THESE COMPANIES.</p> <p style="text-align: center;">SHARE YOUR OPINION AND EARN AOL REWARDS POINTS RIGHT NOW!</p> <p style="text-align: right;">620</p> <p style="text-align: right;">[FIRST QUESTION>>]</p> | | | | | | | | | | | |

FIG.6B

| | | | |
|--|--|-----|--|
| AMERICA ONLINE-[OPINION PLACE] | | [X] | |
| FILE EDIT WINDOW SIGN OFF HELP | | [X] | |
| READWRITE MAIL CENTER PRINT MY FILES MY AOL FAVORITES INTERNET CHANNELS PEOPLE QUOTES PERKS WEATHER | FIND <input type="text" value="http://survey02.web.aol.com/cgi-bin/hp-post-query/SurveyEngine/mat32144/DemoTown/US98765432109528304eae7b9ee18c766d82043d?"/> GO KEYWORD | | |

HELP

WHICH OF THE FOLLOWING FOODS HAVE YOU BOUGHT FOR YOUR BOY AGE 10-12 IN THE PAST 30 DAYS? (SELECT ALL THAT APPLY)

☒ BAKED GOODS (COOKIES, CUPCAKES, ETC.)
☒ CANDY
☐ GRANOLA BARS AND CEREAL BARS
☒ FROZEN NOVELTIES (ICE CREAM SANDWICHES, ICE POPS, ETC.)
☐ SALTY SNACKS (POTATO CHIPS AND PRETZELS)
☐ NONE OF THE ABOVE

[<<PREVIOUS QUESTION](#)
[NEXT QUESTION>>](#)

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FIG.6C

AMERICA ONLINE-[OPINION PLACE]

FILE EDIT WINDOW SIGN OFF HELP

READWRITE MAIL CENTER PRINT MY FILES MY AOL FAVORITES INTERNET CHANNELS PEOPLE QUOTES PERKS WEATHER

SEARCH

GO KEYWORD

opinion place

HELP

THERE ARE SEVERAL AREAS AVAILABLE TO KIDS ONLINE. CHECK THE BOX NEXT TO EACH AREA THAT YOU KNOW YOUR BOY AGE 10-12 HAS BEEN TO IN THE LAST 30 DAYS. (SELECT ALL THAT APPLY)

☒ AOL KIDS ONLY

☒ CARTOON NETWORK WORLD

☐ DISNEY

☒ FOX KIDS

☐ GAMEPRO ONLINE

☐ HIGHLIGHTS FOR CHILDREN

☒ KIDS WB

☐ KIDSCOM

☐ NICKELODEON

☐ SPORTS ILLUSTRATED FOR KIDS

☐ NONE OF THE ABOVE

<<PREVIOUS QUESTION

NEXT QUESTION>>

640

FIG.6D

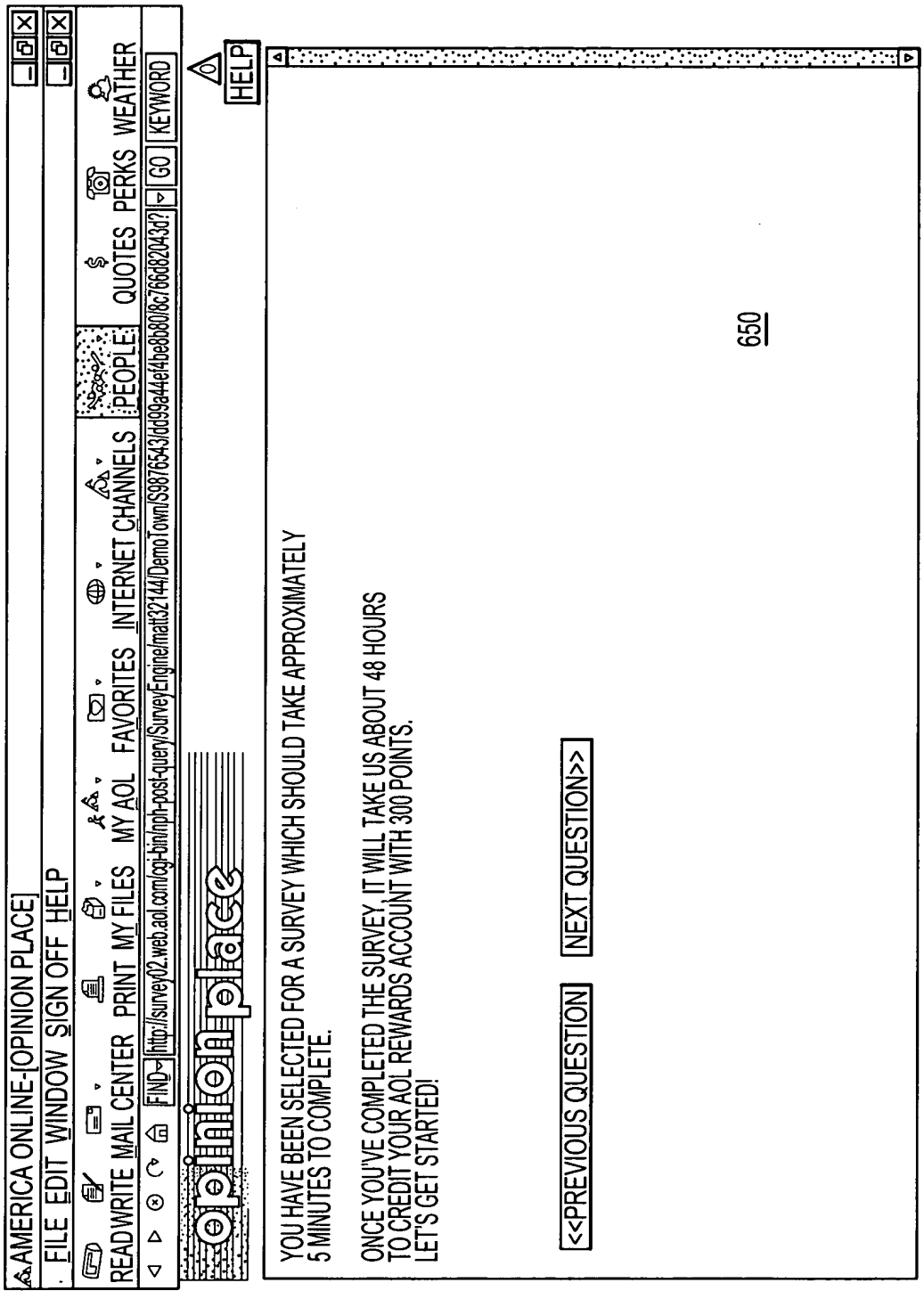


FIG.6E

| | | | | | | | |
|---|--|--------|--|----------------------|--|--|--|
| AMERICA ONLINE-OPINION PLACE | | | | | | | |
| FILE EDIT WINDOW SIGN OFF HELP | | | | | | | |
| | | | | | | | |
| READWRITE MAIL CENTER PRINT MY FILES MY AOL FAVORITES INTERNET CHANNELS | | PEOPLE | | QUOTES PERKS WEATHER | | | |
| FIND < http://survey02.web.aol.com/cgi-bin/hpt-post-query/SurveyEngine.html?32144/RewardTownIS9876543&c3f9&af645610a91f8c7659cd1ad5 > | | GO | | KEYWORD | | | |

opinion place

WE'RE SORRY BUT WE DON'T HAVE A QUESTIONNAIRE FOR YOU AT THIS TIME.

FOR OTHER WAYS TO EARN POINTS PLEASE VISIT OPINION PLACE OR THE EARN POINTS AREA IN AOL REWARDS. THANKS FOR STOPPING BY!

MAY WE CONTACT YOU BY EMAIL WHEN WE'VE GOT NEW SURVEYS WE THINK YOU'D ENJOY?

☒ YES
☐ NO

NEXT QUESTION>>

FIG. 6F

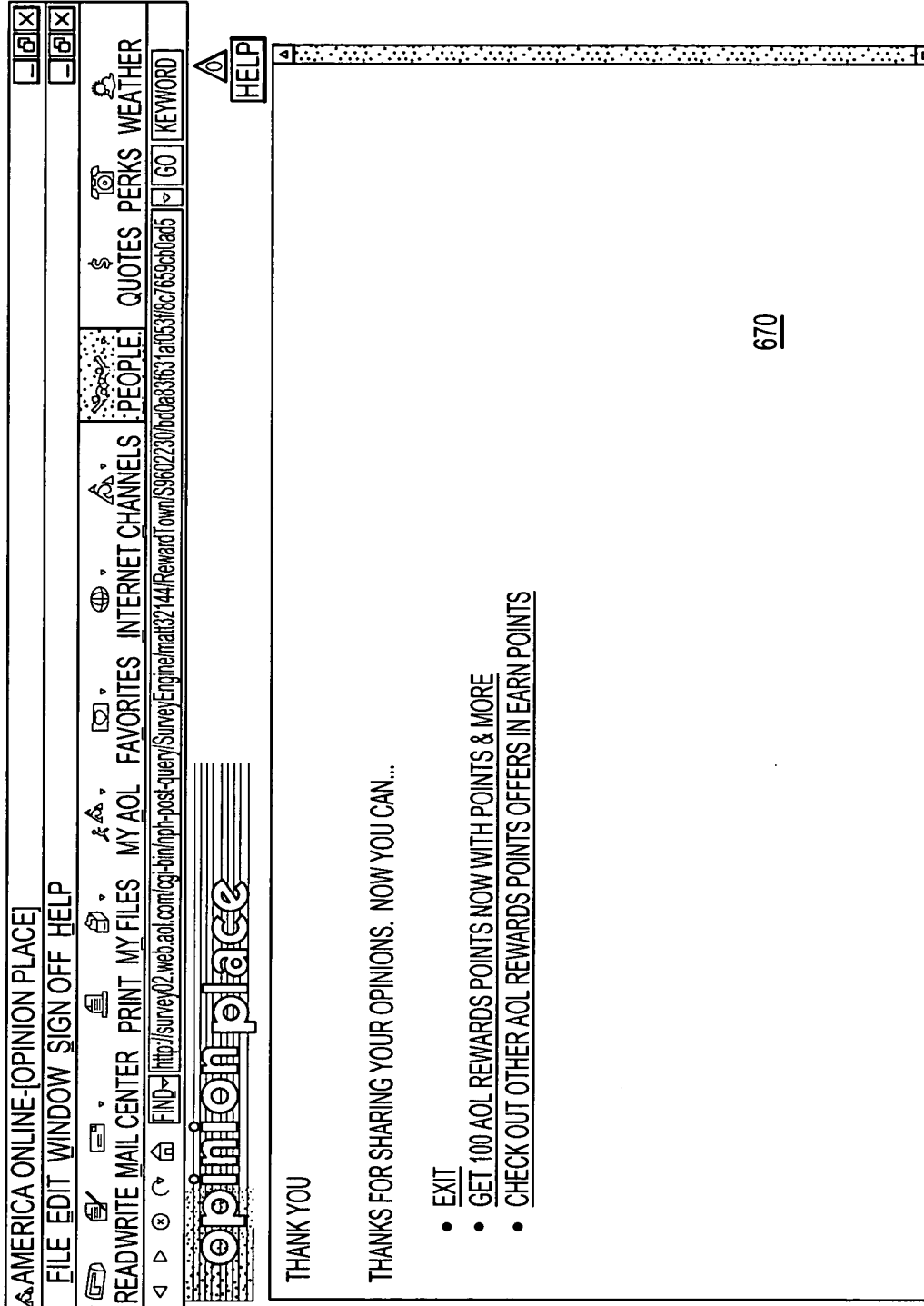


FIG.6G